

Chula Vista Downtown Parking Study

Finally, the parking sites should incorporate transit options where possible and such amenities such as recharging stations for hybrid/electric vehicles.

Site 1-Block 6: Vacant lot on east side of Third Avenue between G and Alvarado

This site is approximately 300 feet wide and 380 feet long and is currently vacant. Assuming setbacks around the site, a preliminary parking footprint was developed for this site. A typical floor could accommodate 228 spaces assuming four parking module. A module consists of a parking stall/aisle/parking stall. If we assume grade and two supported floors, the capacity could be as much as 640 spaces.

This site and the possible parking structure footprint could accommodate a mixed-use component on the Third Avenue side. There could be as much as 31,000 square feet of space created on the ground floor. Since there are up four modules and only two are required for the traffic flow, the amount of occupied space could continue to the second and third floors facing Third Avenue. Therefore a maximum of 93,000 square feet of mixed- use space could be developed.

One of the positive aspects of this site is the size, which provides several development options and allows the incorporation of occupied space at a minimum on the ground floor, which gives a streetscape top the parking structure. Additionally, the lot is currently vacant so all of the parking built on this site will be a net add. The drawbacks of this site are the fact that the City does not own the site and it is several blocks from the core. The distance from the core however, does accomplish the vision of the UCSP in terms of encouraging a more walk able community.

Site 2-Block 4: City's Lot 7 or Baptist Church lot In combination with the City's Lot 7

With both properties, this site is approximately 180 feet wide and 400 feet long and there are currently +/- 106 spaces on the two lots. City Lot 7 is approximately 240 feet long and is large enough to accommodate a parking structure site, but the functional design would be less efficient than a larger site and should only be considered if the Baptist Church lot is unavailable.

The site dimensions with both lots would accommodate a two module parking structure which would leave a +/- 60 foot setback from Church Avenue that could be developed into surface parking, green space, pocket park, or even a site for the Farmer's Market on the surface lot.

The preliminary parking structure layout on this site would accommodate approximately 420 spaces for a net add of approximately 314 spaces. A typical floor would contain 156 spaces.

The positive aspect of this site is that it is centrally located and compliments the Park Plaza parking structure on the west side of Third Avenue. Parking demand could be accommodated from both northern and southern Third Avenue. Also, the setback from Church could provide a green space or a home for the Farmer's Market. The drawback of the site is that the City does not own all of the property proposed.

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Chula Vista Downtown Parking Study

Site 3- Block 1: West side of Church between E and Davidson Streets

There are two options on this site that would incorporate the vacant parcel on the corner of Third Avenue and E Street and the northeast corner of the block bounded by E Street and Church Avenue including the area up to the City's Lot 11.

The first option is a parking structure only on the east half of the block. This area could support a parking structure of approximately 250 spaces on grade and two supported floors. This would net 216 spaces. This scenario contemplates the retention of the vacant parcel on the northwest corner for development and providing parking for any new development on that site in the new parking structure.

The second option would be an "L" shaped parking structure that would incorporate the vacant parcel. At a minimum the ground floor of this parcel should be developed as mixed use space with two levels of parking above. These two floors would tie into the main parking structure as described above. About 16,000 square feet could be developed for mixed-use space. Additionally, the air rights above the parking structure, at least on the northwest corner could be developed as residential. This footprint could accommodate approximately 375 spaces for an estimated net of 341 new spaces.

The positive element of this site is that it creates a northern of parking and encourages parking and walking down Third Avenue. The negative aspect is that the site(s) is not owned by the City.

Recommendation: Continue to monitor the parking occupancies and re-evaluate parking every two years. The following sections below address the timing and development costs issues.

3.8.5 Timing for Additional Parking Development

Parking development in downtown Chula Vista will need to be coordinated with demand to ensure that as development occurs the City has the appropriate amount of parking. The City will need to position itself so that if the need for additional parking arises it will have the financial solvency to construct additional parking.

Deciding when to initiate the development of a parking structure will depend first and foremost on need. Financial costs must then be considered in terms of viability and timeframe. However, deciding when development demands warrant the parking structure is a relatively straightforward calculation. RICH prepared the following formula to assist the City as a decision making tool. The model works by using the building gross floor area (existing and proposed) as the variable in a decision making flow chart that assists with determining when new parking demand justifies a new parking structure.

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Chula Vista Downtown Parking Study

New Parking Threshold Calculation Worksheet

Part A: Determining Floor Area

Total Built Gross Floor Area For Entire Downtown: _____
(+) Proposed New Gross Floor Area: _____
(=) Total Existing and Proposed New Gross Floor Area: _____

Part B: Determining Parking Need

Total Existing and Proposed New Gross Floor Area: _____
(X) 2.37 Parking Stalls Per 1,000 Square Feet: _____
(=) Total Parking Stalls Demanded: _____
(-) Existing Off-Street Parking: _____
(=) New Parking Demanded: _____

Part C: Decision Guide

New Parking Demanded: _____
(X) 85%: _____
(=) Minimum New Parking Needed: _____
(If) Minimum New Parking Needed Is: Optimal Capacity of the New Parking Structure then Initiate Project (Or) Minimum New Parking Needed Is: Optimal Capacity of Next New Parking Structure then Delay Initiation Until The Above Condition Is Met

3.8.6 Parking Site/Design Decision Matrix

As development occurs within the district, the City will have to address the need for additional parking. Several possible parking structure sites were identified in Section 3.8.4 and a formula that can be utilized as a measure for determining when a parking structure is necessary is also included in Section 3.8.5. RICH has developed **Table 3G (Parking Site and Design Decision Matrix)**, located on the following page, for the City to use to analyze both the feasibility of identified sites and the potential design of each site.

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Table 3G
Parking Site and Design Matrix

Please score each site based on the criteria below. The score should be a whole number from 1 (lowest score) to 5 (highest score). In each criteria category, the same score may be given to more than one site or parking structure layout on a site. Some criteria may be difficult to score such as cost per net added space since Rich and Associates will be filling in this data. We have left these criteria closed because we will score them when we have the numbers.

	Site	Weight factor								
Criteria										
1. Vehicle Ingress / Egress		2								
2. Ability of driver to find structure		2								
3. Effects on adjacent properties		3								
4. Revenue potential		4								
5. Pedestrian access and wayfinding		3								
6. Meet goals for spaces needed.		4								
7. Economic benefits to area		4								
8. Effects on back entrances or loading/unloading		4								
9. Efficiency of parking structure		4								
10. Disruption on-site and downtown		2								
11. Expansion capability of parking structure		2								
12. User group served: Commuters		4								
Employees		3								
Visitor/Customers		2								
13. Cost/net added space		4								

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Chula Vista Downtown Parking Study

3.8.7 Parking Development Costs, Parking Improvement Costs and Financing

While there were no immediate recommendations for a parking structure, this section covers possible parking structure development costs and how they may be financed.

The construction costs for a parking structure of approximately 300 spaces, which would be considered the minimal number of spaces for scales of economy, is estimated at \$15,000 to \$18,000 per space. Project soft costs without land costs are generally between 17 and 20 percent, and finance costs are between 7 and 10 percent of the project costs.

There are other costs for parking improvements such as new meters, multi space meters etc. No specific funding mechanism has been identified, though there are several options described below.

- The first is to fund projected capital costs and increased operating costs from increased revenues based on the General Fund receiving the net revenue from parking fixed at the projected 2007 level if available. Based on the projection of revenue and expenses through FY 2014 however, there is not a projected net revenue.
- Include possible support from the Redevelopment Agency using tax increment to fund improvements. There appears to be approximately 12 years left in the redevelopment area, and this could be used to fund some or all of the proposed improvements.
- Use the existing PBID to fund improvements.
- Federal funding with highway/transit funds may be possible depending on the project, which would have to incorporate some type of multi-modal functions. The process is lengthy and there is competition from other projects/cities for these dollars.

Conclusion

The findings and recommendations presented in this report represent a parking management system that addresses management practices and operations necessary to create and maintain an effective parking district. For a summary of all the findings and recommendations described above, please refer to **Exhibit 9 (Table 3H-Chula Vista Findings and Recommendations Matrix)**.

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City of Chula Vista

Overview of Parking Best Practices

February 15, 2007



Parking

- Parking Is One Of The Biggest Factors In Successful Downtowns
- Traffic Congestion Is Related To Parking
- Parking Is In Reality A Transportation Node (Riding \diamond Walking)
- Modality, Ridership And Shared Parking Are Among The Most Desirable Ways To Reduce Parking Demand



Improving Existing Parking

- An Examination Of Current Parking Management, Allocation, Pricing and Operations
- "Best Practices" Approach To Improving The Efficiency Of Existing Resources.
- Strategic Plan Of Implementation



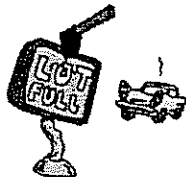
Parking Management

- City Department(s)
- Contract Management
- Local Businesses and Retailers
- Business Associations
- Parking Committee



Parking Allocation

- Individual Economic Decision
- Free Parking Like Free Gas
- Transportation Influenced By Economics



Parking Enforcement Strategies

- Carrots
 - Validation program
 - Concentric pricing
 - Marketing material
 - Incentive to pay fine early
 - Amnesty day
 - Tourism Incentive



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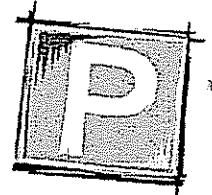
Parking Enforcement Strategies

- Sticks
 - Dedicated enforcement officers
 - Consistency is key!
 - Increased fines for multiple infractions
 - Use technology
 - Meters are reminders, not just tax collectors



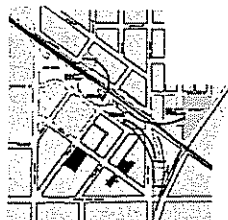
Signs - Traffic

- Five Main Types – Hierarchy Is Important
- Four Oriented Towards Automotive Traffic
 - Introduction
 - Direction
 - Location
 - Identification



Signs - Pedestrian

- Way Finding
 - Pedestrian Link Between Parking Areas and Destination



Pedestrian Activity

- Critical Part Of Successful Downtowns (Pedestrian Activity = Economic Activity)
- A Mode Used Whenever We Change Transportation
- Key Concerns: Safety, Cleanliness, Traffic and Parking



Pedestrian Strategies

- Enhance Pedestrian Experience
- Reduce Presence Of Parking Lots
- Way-Finding Signs
- Create Pedestrian/Bicycle Paths
- Zoning To Achieve Urban Density & Variety of Land Uses



Parking Strategies

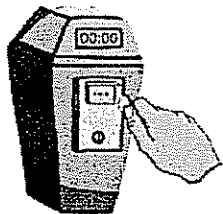
- On-Street Parking Is Your Best Friend
- Charge For Parking
- Change Zoning To Parking Maximum
- Make As Much Parking Public As Possible
- Public/Private Partnerships
- Parking Signs & Marketing Are Crucial



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Parking Operations

- Parking Management
- Pricing Strategies
- Defining Users
- Equipment/Technology



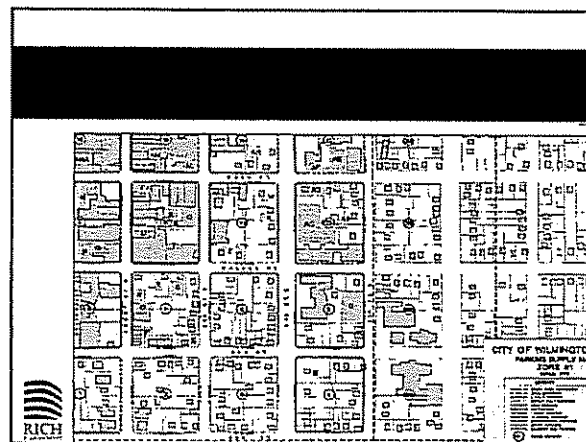
Parking Equipment/Technology

- Multi Space Meters
- Pay By Space Meters
- Pay and Display
- Electronic Payment
- Meter less Parking
- Networked Equipment
- Credit Card/Debit(Value) Card/Validations

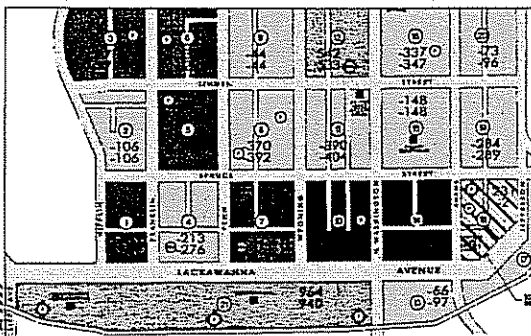


Marketing

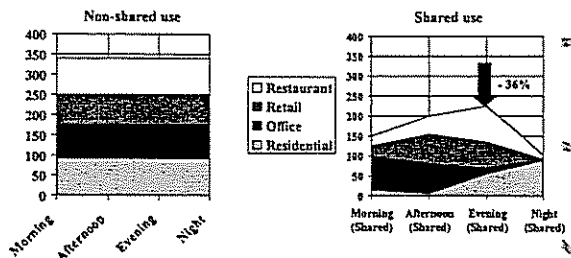
- Customer and Business friendly practice
- Distribution with other downtown promotional material
- Advises individuals and businesses of upcoming changes to the parking system
- Marketing/Education-Ongoing Process
- Radio/Print/Web Site
- Park & Shop



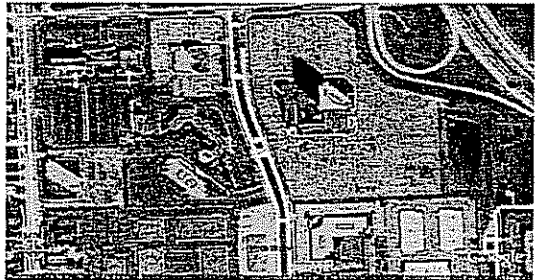
Supply and Demand Analysis



Shared Use Strategy



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Key Issues

- Determine who will pay for parking
- Assess how much parking private development projects will need
- Decide when to build public parking

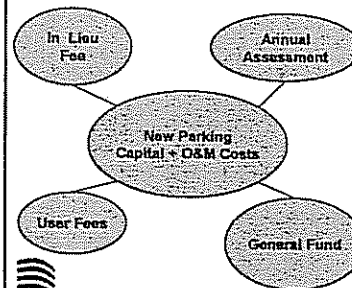


Cost of Parking

- \$16,000 per stall- Construction costs
- \$350 per stall-Operation and Maintenance for 1 year (assumes attendant parking)
- \$50 per stall every year-Repair and Replacement Reserve Account



Paying For Parking



- Operating and Maintenance are on-going
- Planning for Replacement
- Four key sources to select from
- Can be combined.
- One time Capital cost to build.



User Fees

- Simplest method to implement
- Benefactor is paying
- Easy allocation through pricing
- Can be combined with validation programs
- Helps promote alternate transportation choices
- Payment is matched to cost of parking



In Lieu Fee

- One time payment
- City gets money up-front
- May require building specific parking allocation according to what developer pays
 - "I paid for 50 stalls, I want 50 stalls."
- Developers may be resistant to on-going user fees or assessments
- Leaves Operating, Maintenance and Replacement costs to City



Annual Assessment

- Difficult to administer as
 - changes in use or ownership may cause challenge of assessment
- Often unable to charge enough to cover all costs
 - becomes a burden to small business
- City left with up-front cost of building parking



General Fund

- Easy to administer
- Financing for construction but on-going maintenance and replacement costs still an issue
- Challenge of competing City interests and responsibilities



Financing Options

- Tax Backed Obligations
 - general obligation bonds
 - special assessment districts
 - tax increment financing
- Revenue Bonds
 - COPS



455 Space Parking Structure - Tax Exempt General Obligation Bonds

1 Construction Cost	APR 1990	\$4,275,000
2 Professional Fees (Architectural/Engineer/Planner)		\$275,000
3 Land		\$40,000
4 Utilities and Survey		\$25,000
5 Legal and Accounting		\$75,000
6 Contingency		\$95,000

7 Principal Paid to the Bondholders	17,000,000
8 Financing Term	30 Years
9 Interest Rate	8.5 %
10 Term of Construction	6 Months

11 Interest During Construction	\$240,000
12 Interest Income	APR 8.5 %
13 Legal & Accounting Fees	\$ 1.0%
14 State Service Revenue	None
15 Proceeding Fees (Printed)	\$ 0.4%
16 Issuance	\$ 0.4%
17 Bond Fee	\$12,000

18 Total Financing Cost	\$17,240,000
19 = Project Cost to the Bondholder	\$2,260,000
20 Total Amount of Bonds	\$19,500,000
21 Total Service	\$218,000



		Annual	Per Space
Wages		\$58,355	\$97.26
Payroll Taxes & Fringes	40%	\$23,342	\$38.90
Liability Insurance		\$35,000	\$58.33
Utilities		\$26,000	\$43.33
Telephone		\$1,800	\$3.00
Equipment Maintenance		\$3,500	\$5.83
Parking Supplies (Tickets / Cards)		\$3,400	\$5.67
Uniforms & Cleaning		\$0	\$0.00
Recruitment / Employee Testing		\$2,000	\$3.33
Legal & Accounting		\$2,400	\$4.00
Loss & Damage		\$5,000	\$8.33
Maintenance Supplies		\$5,000	\$8.33
Elevator Maintenance ¹		\$9,600	\$16.00
Management Fee			\$0.00
Bookkeeping Fees			\$0.00
Repair & Replacement Fund ²		\$30,000	\$50.00
Snow Removal		\$5,000	\$8.33
Miscellaneous		\$2,500	\$4.17
Total		\$212,897	\$354.83

1) Assumes 2 Elevators @ \$400/Month Per Elevator
2) \$50 / Space / Year



PRO FORMA 455 SPACE PARKING STRUCTURE BREAK EVEN ANALYSIS BASED ON GO BOND ISSUE

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10
REVENUE										
Transit Parking	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
Private Road Parking	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00
TOTAL REVENUE	\$62.00	\$62.00	\$62.00	\$62.00	\$62.00	\$62.00	\$62.00	\$62.00	\$62.00	\$62.00
EXPENSES										
Transit Parking	\$777,000.00	\$777,000.00	\$777,000.00	\$777,000.00	\$777,000.00	\$777,000.00	\$777,000.00	\$777,000.00	\$777,000.00	\$777,000.00
Private Road Parking	\$120,254.00	\$120,254.00	\$120,254.00	\$120,254.00	\$120,254.00	\$120,254.00	\$120,254.00	\$120,254.00	\$120,254.00	\$120,254.00
TOTAL EXPENSES	\$897,254.00	\$897,254.00	\$897,254.00	\$897,254.00	\$897,254.00	\$897,254.00	\$897,254.00	\$897,254.00	\$897,254.00	\$897,254.00
NET AVAILABLE FOR GOVT SERVICE	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00
GOVT SERVICE	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00	\$77,750.00
NET AFTER GOVT SERVICE	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
REPLACEMENT OF GOVT FUND	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00



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PRO FORMA 455 SPACE PARKING STRUCTURE MARKET RATE ANALYSIS BASED ON GO BOND ISSUE

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10
REVENUE										
Standard Parking	\$2.75	\$2.75	\$2.75	\$1.00	\$1.00	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25
Express/Permit Parking	\$80.00	\$80.00	\$80.00	\$75.00	\$75.00	\$75.00	\$80.00	\$80.00	\$80.00	\$80.00
EXPENSES										
Construction	\$291,275.00	\$291,275.00	\$291,275.00	\$291,275.00	\$291,275.00	\$291,275.00	\$291,275.00	\$291,275.00	\$291,275.00	\$291,275.00
Operating	\$125,324.00	\$125,324.00	\$125,324.00	\$125,324.00	\$125,324.00	\$125,324.00	\$125,324.00	\$125,324.00	\$125,324.00	\$125,324.00
TOTAL REVENUE	\$82.75	\$82.75	\$82.75	\$76.00	\$76.00	\$76.25	\$81.25	\$81.25	\$81.25	\$81.25
TOTAL EXPENSES	\$316,599.00	\$316,599.00	\$316,599.00	\$316,599.00	\$316,599.00	\$316,599.00	\$316,599.00	\$316,599.00	\$316,599.00	\$316,599.00
NET OPERATING INCOME	\$41.25	\$41.25	\$41.25	\$39.00	\$39.00	\$39.00	\$42.00	\$42.00	\$42.00	\$42.00
DEBT SERVICE	\$174,000.00	\$174,000.00	\$174,000.00	\$174,000.00	\$174,000.00	\$174,000.00	\$174,000.00	\$174,000.00	\$174,000.00	\$174,000.00
NET AFTER DEBT SERVICE	\$24.25	\$24.25	\$24.25	\$25.00	\$25.00	\$25.00	\$27.00	\$27.00	\$27.00	\$27.00
DEBT COVERAGE RATIO	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25



Site Selection

Dimensions:

- Size
- Shape
- Efficiency

Location:

- Proximity to major demand generators
- Connections to adjacent land-uses



Design / Layout

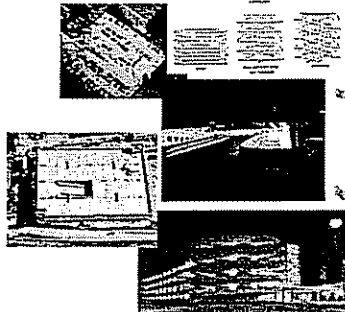
Angle vs. 90 degree

Ramping:

- Sloped Floor
- Semi-express
- Express

Determining Factors:

- Mixed-uses
- Capacity
- Peak traffic flow
- Expandability



User Friendly Considerations

Security

- Passive
- Active

Wayfinding

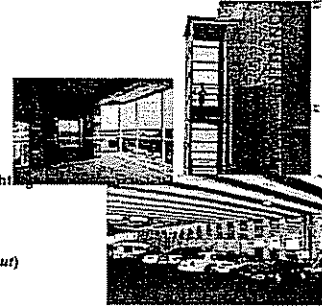
- Clear and concise

Light cores

- Open environment
- Supplement artificial lighting

Maximize Visibility

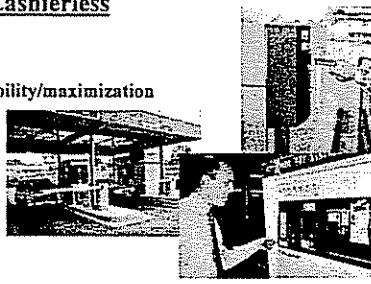
- Across parking floors
- Vertical cores (inside & out)



Operational Considerations

Cashiered vs. Cashierless

- Operating costs
- Customer service
- Revenue accountability/maximization



Next Steps

- R&A Compiling and Analyzing Data
- March 8, 2007
 - Presentation of Parking Study Findings and Charrette
- April 12, 2007
 - Presentation of Parking Recommendations




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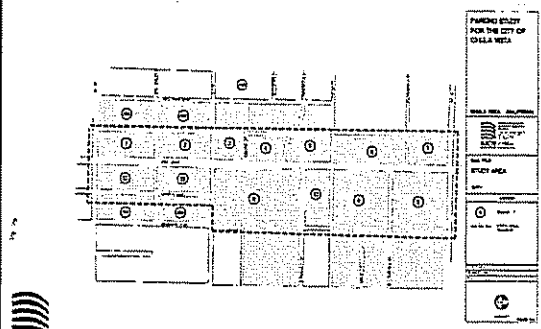

City of Chula Vista

Parking Study Findings

March 8, 2007




Study Area

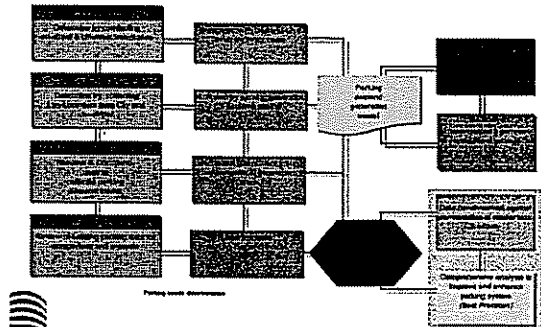




District History

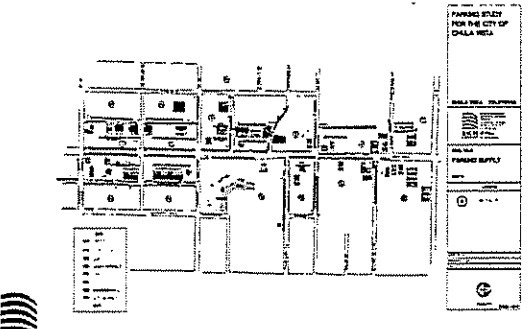

- Parking District formed in 1963
- In Lieu fee established in 1982
- Modification of In Lieu Fee in 1989
- Park Plaza Parking Structure built in late 1980s



Parking Study Process





Parking Supply

Parking Supply

On-Street Parking Totals	600	
Public Off-Street Parking Totals	1,158	
Public Parking Totals	1,758	52%
Private Parking Totals	1,603	48%
Total Parking in Study Area	3,361	100%



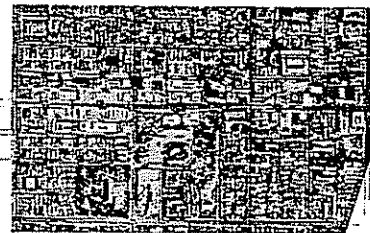
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Key Definitions

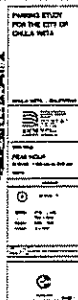
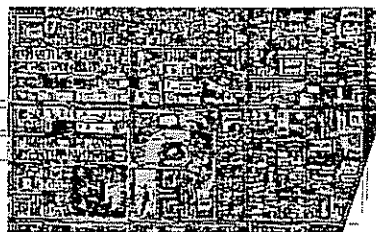
- **Turnover** – The number of times a vehicle is observed in the same space
- **Occupancy** – The length of time a space is occupied by a vehicle
- **Circuit** – The observation of each parking space once every two hours
- **Block Face** – A number and letter designation for each block (A – North Face, B – East Face, C – South Face, D – West Face)



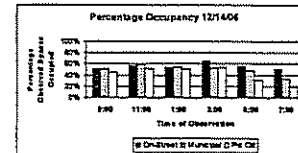
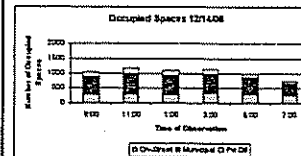
Thursday Turnover and Occupancy



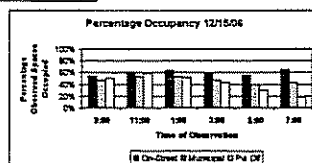
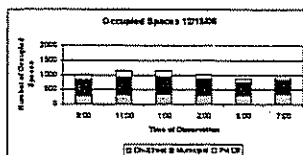
Friday Turnover and Occupancy



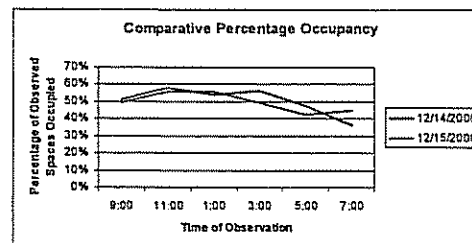
Summary of Occupancy Study



Summary of Occupancy Study



Summary of Occupancy Study



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Parking Demand Generation Factor

- Based on existing land uses
- Does not include changes to vehicle use patterns, availability of alternate modes, walkability, etc. envisioned by UCSP
- Form based parking generation factor is "best practice"
- Rich calculated 2.37 sp / 1,000 s.f. for all land uses
- Rich calculated factor supports UCSP factor of 2.0 sp / 1,000 s.f. for all land uses



Assumptions for Current Demand

- +/- 40,000 s.f. vacant space not re-occupied
- Existing patterns of vehicle use at +/- 95%
- Typical daily parking demand
- No changes to parking supply



Current Demand

With 2.37 Factor		
Supply	Demand	Surplus / (Deficit)
3,361	2,253	1,108
With 2.0 Factor		
Supply	Demand	Surplus / (Deficit)
3,361	1,901	1,460



Assumptions for ENA

- Assumes Development on
 - Block 1 Lot 10
 - Block 2 Lot 9
 - Block 4 Lot 6
 - Block 12 Lot 3
- Development eliminates public parking on lot
- Development supplies on-site parking for project



Current Demand ENA Developments

With 2.0 Factor		
Supply	Demand	Surplus / (Deficit)
3,147	1,901	1,246



Assumptions for UCSP

- Assumes UCSP model for development only on east and west sides of Third Avenue
 - 2.0 FAR
 - 40% Residential
 - 40% Commercial
 - 20% Office
- No new parking provided



3-104

Chula Vista Parking Study Findings and Draft Recommendations

April 12, 2007

1

Agenda

- ☐ Presentation of Findings and Draft Recommendations
- ☐ Public Comment Period

2

Current Parking Demand

FINDING: Overall there is a surplus of parking within the District although there are several blocks along Third Avenue that have deficits

RECOMMENDATION:

- ☐ Increase usage of Park Plaza parking structure
- ☐ Consider implementing strategies presented

3

Current Parking Demand

FINDING: The Park Plaza parking structure is underutilized

RECOMMENDATION:

- ☐ Make structure more user-friendly
- ☐ Implement recommendations

4

Current Parking Demand

FINDING: Park Plaza parking structure needs improvement

RECOMMENDATION:

- ☐ Upgrade signage: directional and locational
- ☐ Upgrade interior signage
- ☐ Improve lighting
- ☐ Restripe
- ☐ Conduct condition study
- ☐ Consider adding elevator to north end

5

Operational Recommendations Management

FINDING: City needs updated and consistent parking policies

RECOMMENDATION:

- ☐ Develop policies for operation and use of valet parking
- ☐ Consider and develop residential parking permit program, if needed
- ☐ Maintain but revise in-lieu parking fee policy on an annual basis
- ☐ Report out to community about parking policies, management and changes on annual basis

6

3-106

Operational Recommendations Management

FINDING: Parking management is disjointed

RECOMMENDATION:

- ☐ Form a Parking Advisory Committee
- ☐ Appoint one City staff person to serve as Parking Director
- ☐ Establish separate parking fund
- ☐ Assign marketing to TAVA

7

Operational Recommendations Management

FINDING: The parking district has not been effectively managed and sufficient funds expended which has lead to an inability to properly maintain and market parking in the District

RECOMMENDATION:

- ☐ Management of the District should be based on a budget that is prepared annually based on standard and reasonable requirements to maintain, operate and enforce parking
- ☐ Parking revenues and fines generated within the district should be used for funding operating costs, capital repair costs and a capital fund to develop additional parking areas

8

Operational Recommendations Management

FINDING: Marketing is done on a limited basis

RECOMMENDATION:

- ☐ Budget \$10,000 for marketing from parking revenues
- ☐ Marketing should include web site, informational-newsletters to stakeholders etc.
- ☐ Involve TAVA in implementation

9

Operational Recommendations Parking Allocation

FINDING: Lots 2 and 3 on Landis are not providing enough customer/visitor parking

RECOMMENDATION:

- ☐ First phase- move all permit parking from these lots to Park Plaza parking structure
- ☐ Second phase- monitor use of lots 2 and 3 and if occupancy averages less than 85% consider allowing permit parking back in these lots at a premium rate

10

Operational Recommendations Parking Demand

FINDING: Inconsistent time periods available for parking in public lots

RECOMMENDATION:

- ☐ Remove 10 hour time periods in lots 2,3 and 5
- ☐ Allocate 3 hour time periods in public lots
- ☐ Direct employees and all day parkers to free spaces in Park Plaza parking structure and designated lots within the District

11

Operational Recommendations Parking Operations

FINDING: Parking rates are too low

RECOMMENDATION:

- ☐ Increase rates to \$.25 per fifteen minutes for all except 10 hour meters
- ☐ Increase rates to \$.50 per hour for 10 hour meters
- ☐ Increase permit rate to \$120.00 per quarter

12

3-107

Operational Recommendations Parking Operations

FINDING: Difficult to identify the meter time limit

RECOMMENDATION:

- ☐ Color code meters based upon length of stay
- ☐ Put small signs on poles that are color coded and describe time limit of meter

13

Operational Recommendations Parking Operations

FINDING: Bicycle racks are difficult to find and are outdated

RECOMMENDATION:

- ☐ Install new bicycle racks and market availability and locations
- ☐ Develop a broader marketing campaign to promote bicycle use
- ☐ Promote use of bicycles as alternate mode of transportation consistent with the UCSP

14

Operational Recommendations Parking Operations

FINDINGS: Signage is inconsistent

RECOMMENDATION:

- ☐ Upgrade or provide signage: Introduction, directional, locational and way finding
- ☐ Engage a sign consultant to design signage and provide recommendations for sign placement

15

Operational Recommendations Parking Operations

FINDING: Some paseos need improved lighting and signage to increase use

RECOMMENDATION:

- ☐ Install signs at the entrances: street and lot sides
- ☐ Use murals and landscape
- ☐ Install lighting features

16

Parking & Revenue Control

FINDING: On-street & off-street meters are outdated, many do not work and cannot be repaired

RECOMMENDATION:

- ☐ Replace all on-street and off-street meters with electronic meters that accept a smart card (except as noted below)
- ☐ Replace meters in lots 2,3,7, and 5 with multi-space meters that accept coins, dollar bills, credit cards and smart cards.

17

Parking Facilities

FINDING: Some parking lots in the downtown core are not well-maintained

RECOMMENDATION:

- ☐ Repair lot 5 (remove surface, compact and resurface) and minor repair of lot 2
- ☐ Upgrade lighting in lots 2,3,4, and 11
- ☐ Restripe lots 1,2,5,6,9 and 10
- ☐ Improve signage
- ☐ Better maintain landscaping

18

3-108

Parking Enforcement

FINDING: Enforcement is inconsistent

RECOMMENDATION:

- ☐ Provide two full time PEOs in District
- ☐ Establish defined routes that are completed in two hour circuits
- ☐ Abandon Segways for PEOs if they must operate in pairs
- ☐ Conduct license plate inventory to monitor shuffling
- ☐ Continue monitoring permit parking and issuance of multiple tickets

19

Parking Enforcement

FINDING: Parking fines are too low

RECOMMENDATION:

- ☐ Increase overtime parking and expired meter fines from \$12.00 to \$20.00
- ☐ Increase fine for unpaid tickets from \$24.00 to \$40.00
- ☐ For a 6 month period after implementation of fine increase, issue courtesy tickets for first infraction

20

Potential Parking Considerations with ENA Development

FINDING: Development of ENA sites will reduce the number of parking spaces available to the District

RECOMMENDATION:

- ☐ Agency should prioritize proceeds from the sale of parking lots to necessary capital improvement projects within the Parking District
- ☐ Study and review parking district every 3 years

21

Potential Parking Considerations with ENA Development

FINDING: Lot 3 currently has high utilization and larger capacity and its location is central to many businesses

RECOMMENDATION:

- ☐ Remove permit parking from lot and reevaluate occupancy
- ☐ Should development occur, more effectively use Park Plaza parking structure and consider integrating replacement public parking as part of the development
- ☐ Maintain lot 3 as public parking if occupancy continues to be high after recommended changes

22

Potential Parking Considerations with ENA Development

FINDING: Lots 9 and 10 have lower parking occupancies and smaller capacities therefore development of lots has minimal impact

RECOMMENDATION:

- ☐ Use way finding and signage to direct customers/visitors to surrounding lots 8 and 11

23

Potential Parking Considerations with ENA Development

FINDING: Lot 6 has higher occupancy but lower capacity and has difficult ingress and egress and therefore will have minor impact

RECOMMENDATION:

- ☐ First step: investigate possibility of agreement to lease space from Baptist Church
- ☐ Consider future development of a parking structure on Lot 7 and the existing Baptist Church parking lot

24

3-109

Potential Future Parking Needs With Redevelopment of Third Avenue

FINDING: Should the Urban Core Specific Plan (UCSP) be adopted, redevelopment may occur and cause changes to parking demand

RECOMMENDATION:

- ☐ Study and review parking district every 3 years

25

Next Steps

- Consultant to finalize Recommendations
- Consultant to prepare Final Report
- Staff will prepare accompanying report and recommendations for public review
- Final Report and Staff Report and Recommendations will be presented to City Council

26

3-118

TABLE 2A - Parking Supply Summary

Block >	1	2	3	4	5	6	7	8	9	10	11	12	13	100	200	300	400	Summary
On-Street																		
15 Minute Metered			3															3
30 Minute Metered		3		2		2												7
One Hour Metered				3	2				4	6	3	3			7			28
Two Hour Metered	26	55	22	20	13	18			16	10	24	37	41	4	6		24	316
Ten Hour Meter	11		7	1								16	5	6	8			54
30 Minute Free														3				3
One Hour Free										4								4
Two Hour Free				25	21			20			12							78
Ten Hour Free																26		26
Loading Zone									2			1			2			5
																TOTALS		626
Off-Street																		
<u>Public</u>																		
All Day Free											407							407
Two Hour Metered			14	1														15
Four Hour Metered	27	9		32								51	43					162
Ten Hour Metered	35	20		61	42							65	43				52	318
Barrier Free (Handicap)	2	1	3	3	2						19	2	3				2	37
																TOTALS		1193
<u>Private</u>																		
Private/Reserved	66	83	59	57	29	122	109	848	91	30	4	28	52	4	46	31	32	1691
Barrier Free (Handicap)	3				1	2	4	23	3	2			3					41
																TOTALS		1732
Summary	170	171	108	205	110	172	118	891	132	78	745	203	190	22	69	57	110	3551

On-Street Parking Totals	626
Public Off-Street Parking Totals	<u>1193</u>
Public Parking Totals	1819
Private Parking Totals	1732
Total Parking In Study Area	3551

Source: Chula Vista data and Rich and Associates Fieldwork, December 2006

3-111

Table 2D-1
Turnover and Occupancy
Thursday, December 14, 2006

Exhibit 3

On-Street Spaces			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block /	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
Face														
1B	mixed 2-hr. & 10-hr. metered	12	9	75%	10	83%	5	42%	11	92%	5	42%	7	58%
1D	2-hr. metered	25	9	36%	15	60%	12	48%	16	64%	21	84%	23	92%
2B	2-hr. metered	23	20	87%	14	61%	11	48%	17	74%	11	48%	14	61%
2C	30-min. metered	3	0	0%	0	0%	2	67%	1	33%	2	67%	2	67%
2D	2-hr. metered	32	10	31%	22	69%	27	84%	27	84%	20	63%	21	66%
3C	mix of 1,2,10-hr & 30-min metered	16	9	56%	11	69%	0	0%	0	0%	0	0%	0	0%
3D	2-hr. metered	16	4	25%	13	81%	12	75%	16	100%	16	100%	8	50%
4A	1-hr. metered	3	3	100%	1	33%	0	0%	0	0%	0	0%	0	0%
4B	2 hr not metered	21	8	38%	5	24%	5	24%	5	24%	5	24%	2	10%
4C	3 2-hr. metered/4 not metered	7	5	71%	6	86%	5	71%	6	86%	7	100%	5	71%
4D	17 2-hr./2-30 min. metered	19	9	47%	19	100%	11	58%	17	89%	18	95%	13	68%
5D	2-hr. metered	13	9	69%	12	92%	13	100%	10	77%	13	100%	13	100%
6D	13 2-hr./2 30-min. metered	15	1	7%	4	27%	4	27%	5	33%	4	27%	2	13%
9A	1-hr meter	4	4	100%	4	100%	3	75%	2	50%	2	50%	3	75%
9A	Unmarked	6	6	100%	6	100%	5	83%	5	83%	5	83%	5	83%
9B	2-hr. metered	16	0	0%	2	13%	1	6%	0	0%	0	0%	0	0%
10A	first 8 Unmarked spaces	8	4	50%	4	50%	4	50%	4	50%	3	38%	4	50%
10A	3 1-hr. metered/4 1hr. No meters	7	7	100%	6	86%	5	71%	6	86%	4	57%	4	57%
10C	first 5 Unmarked spaces	5	5	100%	5	100%	4	80%	5	100%	3	60%	5	100%
10C	1-hr meter	3	3	100%	3	100%	3	100%	1	33%	2	67%	3	100%
11B	2-hr. metered	24	8	33%	8	33%	7	29%	23	96%	23	96%	8	33%
11C	1 and 2 hr meter	5	4	80%	5	100%	1	20%	3	60%	2	40%	1	20%
11C	Unmarked	22	15	68%	9	41%	9	41%	5	23%	5	23%	2	9%
11D	2-hr not metered	10	5	50%	2	20%	6	60%	9	90%	3	30%	3	30%
12B	2-hr. metered	30	2	7%	9	30%	23	77%	23	77%	26	87%	22	73%
12C	1-hr. metered	6	2	33%	2	33%	2	33%	5	83%	4	67%	2	33%
12D	mix of 2-hr and 10-hr	20	19	95%	13	65%	17	85%	18	90%	9	45%	7	35%
13B	2-hr. metered	30	4	13%	9	30%	17	57%	14	47%	21	70%	27	90%
13D	mix of 2-hr and 10-hr	13	12	92%	7	54%	2	15%	7	54%	6	46%	4	31%
100B	mix of 2-hr and 10-hr and free	18	15	83%	15	83%	12	67%	12	67%	9	50%	6	33%
200B	mix of 2-hr and 10-hr	14	13	93%	12	86%	11	79%	14	100%	11	79%	6	43%
200C	1-hr meter	7	5	71%	3	43%	2	29%	6	86%	4	57%	6	86%
300D	10-hr. not metered	17	9	53%	13	76%	8	47%	15	88%	8	47%	7	41%
400D	2-hr not metered	13	7	54%	4	31%	9	69%	8	62%	6	46%	8	62%
500D	2-hr not metered	17	11	65%	8	47%	7	41%	7	41%	4	24%	6	35%
TOTAL On-Street		500	256	51%	281	56%	265	53%	323	65%	282	56%	249	50%

Table 2D-2
Turnover and Occupancy
Thursday, December 14, 2006

Exhibit 3

MUNICIPAL LOTS			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1	Metered All	8	3	38%	7	88%	6	75%	6	75%	7	88%	4	50%
1	Lot 10-4 hr r	9	4	44%	4	44%	6	67%	8	89%	7	78%	4	44%
1	Lot 10 10-hr	17	12	71%	14	82%	14	82%	18	106%	9	53%	1	6%
1	Lot 11 10-hr	19	13	68%	16	84%	14	74%	17	89%	6	32%	11	58%
1	Lot 11 4-hr r	11	6	55%	9	82%	6	55%	11	100%	4	36%	8	73%
2	Lot 9 10-hr r	22	16	73%	19	86%	22	100%	16	73%	7	32%	2	9%
2	Lot 9 4-hr m	8	5	63%	6	75%	5	63%	7	88%	4	50%	1	13%
3	NCP Lot	17	10	59%	16	94%	12	71%	9	53%	12	71%	10	59%
4	Lot 6	27	12	44%	21	78%	16	59%	21	78%	17	63%	11	41%
4	Lot 7	70	63	90%	55	79%	60	86%	65	93%	52	74%	39	56%
5	Lot 5	44	27	61%	44	100%	44	100%	44	100%	44	100%	44	100%
11	Lot 4	645	258	40%	266	41%	211	33%	190	29%	231	36%	215	33%
11	Fuddrucker	33	4	12%	26	79%	26	79%	26	79%	32	97%	6	18%
12	Lot 3	91	63	69%	75	82%	79	87%	67	74%	39	43%	11	12%
12	Lot 3 Alley 4	27	14	52%	21	78%	16	59%	22	81%	12	44%	4	15%
13	Lot 2	59	31	53%	34	58%	40	68%	38	64%	52	88%	16	27%
13	Lot 1	14	13	93%	11	79%	9	64%	13	93%	11	79%	6	43%
13	W Alley 4-hr	16	11	69%	14	88%	15	94%	13	81%	15	94%	11	69%
400	Lot 8	54	47	87%	46	85%	41	76%	36	67%	11	20%	1	2%
TOTAL Municipal			1191	612	704	59%	642	54%	627	53%	572	48%	405	34%

3-113

Table 2D-3
Turnover and Occupancy
Thursday, December 14, 2006

Exhibit 3

Off-Street			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1	Alley and Clinic Private	49	21	43%	18	37%	22	45%	19	39%	2	4%	0	0%
2	Pacific Trust	42	23	55%	27	64%	24	57%	33	79%	23	55%	6	14%
2	Alley Private	41	21	51%	20	49%	16	39%	18	44%	12	29%	8	20%
4	Alley Private	21	11	52%	16	76%	15	71%	17	81%	13	62%	13	62%
4	Church Lot	36	6	17%	7	19%	15	42%	24	67%	13	36%	5	14%
6	7-11 Lot	15	2	13%	5	33%	5	33%	4	27%	5	33%	7	47%
6	Lois near KFC	52	33	63%	41	79%	31	60%	24	46%	6	12%	1	2%
11	Red Lobster	3	3	100%	3	100%	3	100%	3	100%	1	33%	1	33%
11	Marie Calendar HC	3	1	33%	3	100%	3	100%	3	100%	3	100%	3	100%
12	Alley Private	28	14	50%	16	57%	16	57%	13	46%	14	50%	8	29%
13	Alley Private (all combined)	53	21	40%	23	43%	25	47%	25	47%	13	25%	13	25%
TOTAL Off-Street (Pvt)		343	156	45%	179	52%	175	51%	183	53%	105	31%	65	19%

3-11-19

Table 2D-4
Turnover and Occupancy
Thursday, December 14, 2006

Exhibit 3

Description	Total # Stalls	9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
		# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
TOTAL On-Street	500	256	51%	281	56%	265	53%	323	65%	282	56%	249	50%
TOTAL Municipal	1191	612	51%	704	59%	642	54%	627	53%	572	48%	405	34%
TOTAL Private	343	156	45%	179	52%	175	51%	183	53%	105	31%	65	19%
Total for day	2034	1024	50%	1164	57%	1082	53%	1133	56%	959	47%	719	35%

3-115

Table 2E-1
Turnover and Occupancy
Friday, December 15, 2006

Exhibit 4

On-Street Spaces			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1B	mix of 2 hr. & 10-hr. metered	12	6	50%	9	75%	10	83%	9	75%	3	25%	4	33%
1D	2-hr. metered	25	12	48%	14	56%	17	68%	15	60%	16	64%	23	92%
2B	2-hr. metered	23	16	70%	15	65%	14	61%	13	57%	7	30%	5	22%
2C	30-min. metered	3	0	0%	0	0%	0	0%	2	67%	0	0%	1	33%
2D	2-hr. metered	32	18	56%	19	59%	28	88%	19	59%	21	66%	31	97%
3C	mix of 1,2,10-hr & 30-min metered	16	14	88%	10	63%	10	63%	10	63%	11	69%	15	94%
3D	2 hr. metered	16	7	44%	7	44%	10	63%	13	81%	15	94%	16	100%
4A	1 hr. metered	3	3	100%	3	100%	3	100%	4	133%	4	133%	4	133%
4B	2 hr not metered	21	14	67%	10	48%	4	19%	6	29%	4	19%	11	52%
4C	3 2-hr. metered/4 not metered	7	7	100%	6	86%	5	71%	7	100%	7	100%	7	100%
4D	17 2-hr./2-30 min. metered	19	14	74%	18	95%	18	95%	14	74%	19	100%	18	95%
5A	2 hr. not metered	5	4	80%	2	40%	2	40%	4	80%	4	80%	4	80%
5D	2-hr. metered	13	13	100%	13	100%	12	92%	13	100%	13	100%	14	108%
6D	13 2-hr./2 30-min. metered	15	1	7%	5	33%	3	20%	5	33%	4	27%	0	0%
9A	1-hr metered	4	1	25%	3	75%	3	75%	0	0%	2	50%	3	75%
9A	Unmarked	6	6	100%	6	100%	4	67%	5	83%	6	100%	6	100%
9B	2-hr. metered	16	1	6%	1	6%	0	0%	0	0%	0	0%	2	13%
10A	first 8 Unmarked spaces	8	5	63%	4	50%	4	50%	5	63%	3	38%	5	63%
10B	2-hr. metered	10	8	80%	10	100%	9	90%	9	90%	7	70%	11	110%
10C	first 5 Unmarked spaces	5	4	80%	5	100%	4	80%	4	80%	3	60%	5	100%
10C	1hr metered	3	2	67%	3	100%	2	67%	2	67%	3	100%	3	100%
11B	metered	24	4	17%	11	46%	10	42%	11	46%	11	46%	20	83%
11C	1 and 2 hr meter	5	1	20%	2	40%	7	140%	0	0%	2	40%	2	40%
11C	Residential	22	6	27%	9	41%	7	32%	4	18%	5	23%	3	14%
11D	2 hr	10	9	90%	8	80%	26	260%	9	90%	7	70%	4	40%
12B	2-hr. metered	30	9	30%	12	40%	2	7%	29	97%	26	87%	27	90%
12C	mix of 1-hr. & 2 hr. metered	6	2	33%	2	33%	12	200%	3	50%	5	83%	5	83%
12D	mix of 2-hr and 10-hr	20	14	70%	17	85%	19	95%	16	80%	11	55%	11	55%
13B	2-hr. metered	30	7	23%	16	53%	11	37%	16	53%	15	50%	29	97%
13D	mix of 2-hr and 10-hr	13	5	38%	6	46%	11	85%	7	54%	7	54%	3	23%
100B	mix of 2-hr and 10-hr and free	18	15	83%	17	94%	17	94%	16	89%	14	78%	3	17%
200B	mix of 2-hr and 10-hr	14	10	71%	12	86%	12	86%	11	79%	10	71%	6	43%
200C	1-hr meter	7	2	29%	2	29%	4	57%	2	29%	3	43%	6	86%
300D	10-hr. not metered	17	8	47%	11	65%	10	59%	6	35%	6	35%	7	41%
400D	2-hr not metered	13	8	62%	8	62%	10	77%	4	31%	1	8%	8	62%
500D	2-hr not metered	17	17	100%	9	53%	7	41%	2	12%	7	41%	6	35%
TOTAL On-Street		508	273	54%	305	60%	327	64%	295	58%	282	56%	328	65%

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Table 2E-2
Turnover and Occupancy
Friday, December 15, 2006

Exhibit 4

MUNICIPAL LOTS			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1	Metered Alley	8	5	63%	6	75%	7	88%	6	75%	6	75%	7	88%
1	Lot 10 4 hr meters	9	6	67%	8	89%	8	89%	1	11%	1	11%	5	56%
1	Lot 10 10-hr meters	17	12	71%	17	100%	16	94%	14	82%	5	29%	3	18%
1	Lot 11 10-hr meter	19	16	84%	17	89%	16	84%	12	63%	9	47%	10	53%
1	Lot 11 4-hr meters	11	8	73%	9	82%	10	91%	5	45%	2	18%	11	100%
2	Lot 9 10-hr meters	22	22	100%	20	91%	21	95%	16	73%	7	32%	9	41%
2	Lot 9 4-hr meter	8	8	100%	8	100%	5	63%	5	63%	3	38%	2	25%
3	NCP Lot	17	18	106%	14	82%	6	35%	2	12%	4	24%	13	76%
4	Lot 6	27	15	56%	15	56%	9	33%	8	30%	17	63%	27	100%
4	Lot 7	70	69	99%	56	80%	53	76%	52	74%	53	76%	70	100%
5	Lot 5	44	30	68%	44	100%	41	93%	41	93%	44	100%	44	100%
11	Lot 4	645	179	28%	198	31%	213	33%	204	32%	176	27%	202	31%
11	Fuddruckers	33	5	15%	16	48%	22	67%	18	55%	31	94%	28	85%
12	Lot 3	91	50	55%	70	77%	69	76%	57	63%	31	34%	10	11%
12	Lot 3 Alley 4-hr meters	27	25	93%	17	63%	20	74%	24	89%	18	67%	10	37%
13	Lot 2	59	31	53%	39	66%	51	86%	46	78%	35	59%	42	71%
13	Lot 1	14	10	71%	12	86%	9	64%	9	64%	8	57%	2	14%
13	W Alley 4-hr meter	16	11	69%	16	100%	16	100%	16	100%	16	100%	12	75%
400	Lot 8	54	35	65%	36	67%	29	54%	22	41%	4	7%	1	2%
TOTAL Municipal		1191	555	47%	618	52%	621	52%	558	47%	470	39%	508	43%

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Table 2E-3
Turnover and Occupancy
Friday, December 15, 2006

Exhibit 4

Lot Designation	Off-Street Block / Face	Description	# Stalls	9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
				# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
	1	Alley and Clinic Private	49	19	39%	20	41%	20	41%	16	33%	2	4%	1	2%
	2	Pacific Trust	42	22	52%	30	71%	21	50%	32	76%	29	69%	12	29%
	2	Alley Private	41	22	54%	25	61%	24	59%	19	46%	15	37%	11	27%
	4	Alley Private	21	17	81%	18	86%	17	81%	19	90%	7	33%	5	24%
	4	Church Lot	36	13	36%	3	8%	5	14%	2	6%	3	8%	2	6%
	6	7-11 Lot	15	3	20%	0	0%	5	33%	2	13%	3	20%	5	33%
	6	Lots near KFC	52	38	73%	56	108%	40	77%	25	48%	10	19%	1	2%
	11	Red Lobster	3	0	0%	0	0%	1	33%	3	100%	2	67%	2	67%
	11	Marle Calendar HC	3	2	67%	3	100%	3	100%	3	100%	3	100%	3	100%
	12	Alley Private	28	13	46%	15	54%	22	79%	15	54%	16	57%	9	32%
	13	Alley Private (all combined)	53	24	45%	29	55%	21	40%	10	19%	13	25%	13	25%
	TOTAL Off-Street (Private)		343	173	50%	199	58%	179	52%	146	43%	103	30%	64	19%

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Table 2E-4
Turnover and Occupancy
December 15, 2006

Exhibit 4

Description	Total # Stalls	9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
		# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
TOTAL On-Street	508	273	54%	305	60%	327	64%	295	58%	282	56%	328	65%
TOTAL Municipal	1191	555	47%	618	52%	621	52%	558	47%	470	39%	508	43%
TOTAL Private	343	173	50%	199	58%	179	52%	146	43%	103	30%	64	19%

Total for day	2042	1001	49%	1122	55%	1127	55%	999	49%	855	42%	900	44%
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Table 2F
Permit Occupancy Results
February 15, 2007

The table shows the results of the four observation periods for the total number of ten-hour spaces for each lot, including the number of spaces occupied by permit and non-permit holders. The combination of these two values gives the percentage occupancy. The number of permit holders compared to the total number of spaces occupied gives the percentage of permit occupancy.

Table 5 illustrates the average occupancy of each public lot and the average permit occupancy as well.

	10-Hour Spaces	9:30				11:00				1:00				3:00				Average			
		Non- Pmts	% Pmts	% Occup	% Permits	Non- Pmts	% Pmts	% Occup	% Permits	Non- Pmts	% Pmts	% Occup	% Permits	Non- Pmts	% Pmts	% Occup	% Permits	Non- Pmts	% Pmts	% Occup	% Permits
Lot 1	13	3	7	76.9%	30.0%	4	5	69.2%	44.4%	2	8	76.9%	20.0%	3	10	100.0%	23.1%	3	8	84.6%	27.3%
Lot 2	30	6	13	63.3%	31.6%	6	14	66.7%	30.0%	5	14	63.3%	26.3%	5	16	70.0%	23.8%	6	14	66.7%	30.0%
Lot 3	65	8	44	80.0%	15.4%	9	36	69.2%	20.0%	7	45	80.0%	13.5%	7	43	76.9%	14.0%	8	42	76.9%	16.0%
Lot 5	42	6	29	83.3%	17.1%	6	30	85.7%	16.7%	5	36	97.6%	12.2%	5	33	90.5%	13.2%	6	32	90.5%	15.8%
Lot 6	26	4	4	30.8%	50.0%	5	8	50.0%	38.5%	4	10	53.8%	28.6%	4	11	57.7%	26.7%	4	8	46.2%	33.3%
Lot 7	36	11	20	86.1%	35.5%	11	22	91.7%	33.3%	8	28	100.0%	22.2%	8	27	97.2%	22.9%	10	25	97.2%	28.6%
Lot 8	52	17	34	98.1%	33.3%	15	30	86.5%	33.3%	16	23	75.0%	41.0%	13	36	94.2%	26.5%	15	31	88.5%	32.6%
Lot 9	20	8	13	105.0%	38.1%	8	14	110.0%	36.4%	5	16	105.0%	23.8%	4	14	90.0%	22.2%	6	14	100.0%	30.0%
Lot 10	17	9	2	64.7%	81.8%	8	3	64.7%	72.7%	8	1	52.9%	88.9%	8	2	58.8%	80.0%	8	2	58.8%	80.0%
Lot 11	18	6	6	66.7%	50.0%	8	7	83.3%	53.3%	6	6	66.7%	50.0%	8	8	88.9%	50.0%	7	7	77.8%	50.0%
Grand Total	319	78	172	78.4%	31.2%	80	169	78.1%	32.1%	66	187	79.3%	26.1%	65	200	83.1%	24.5%	73	183	80.3%	28.5%

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Table 2G
Chula Vista Current Parking Demand Projection

Exhibit 6

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Block	Office	Retail	Bank	Medical Office	Mixed Use	Motel	Service	Bar	Museum	Restaurant	Residential	Community	Church	Banquet Hall	Day Care	Vacant	Demand (current)	Future	5 yr.	10 yr.	Parking Supply	Surplus/ Deficit (current)	Surplus/ Deficit (5 years)	Surplus/ Deficit (10 years)
Daytime	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	0.75	2.37	2.37	2.37	2.37			Demand	Demand			(5 years)	(10 years)
1	12,885	0	0	9,832	17,372	0	0	0	0	2,002	0	0	0	10,040	0	0	124	0	124	124	170	46	46	46
2	23,110	15,904	16,588	4,761	11,574	0	7,199	0	0	0	10,228	0	0	0	0	0	212	0	212	212	171	-41	-41	-41
3	0	8,037	0	2,352	7,148	0	0	1,679	0	3,938	57,742	0	0	0	0	0	192	0	192	192	108	-84	-84	-84
4	14,756	9,572	0	0	12,044	0	975	0	0	7,608	0	0	0	0	0	0	107	0	107	107	205	98	98	98
5	10,692	1,120	0	0	5,828	0	5,116	0	0	6,974	0	0	0	0	1,746	0	75	0	75	75	110	35	35	35
6	1,820	3,438	0	0	0	0	6,034	0	0	1,988	0	0	0	0	0	0	31	0	31	31	172	141	141	141
7	0	0	0	0	0	0	0	0	0	0	0	97,632	0	0	0	0	73	0	73	73	118	45	45	45
8	9,481	1,800	0	1,508	100,405	0	832	0	0	0	0	0	0	0	0	0	270	0	270	270	891	621	621	621
9	56,154	0	12,636	0	20,085	7,728	0	0	0	0	0	0	0	0	0	0	229	0	229	229	132	-97	-97	-97
10	27,780	0	0	0	0	0	0	0	0	1,200	3,102	0	0	0	0	4,950	76	12	81	85	78	2	-3	-7
11	0	0	14,766	0	61,100	0	0	0	1,157	24,079	0	0	0	0	0	0	240	0	240	240	745	505	505	505
12	1,209	19,524	0	10,500	55,461	0	11,766	0	0	0	0	11,340	0	0	0	1,340	242	3	243	244	203	-39	-40	-41
13	3,034	3,640	0	11,712	9,243	0	4,713	0	0	7,713	18,731	0	0	0	0	15,348	139	36	154	168	190	51	36	22
100	5,740	0	0	1,100	6,768	0	0	0	0	0	850	0	0	0	0	0	34	0	34	34	22	-12	-12	-12
200	1,800	0	0	16,400	10,225	0	0	0	0	0	8,300	0	0	0	0	0	87	0	87	87	69	-18	-18	-18
300	9,515	0	0	3,800	3,300	0	0	0	0	0	12,150	0	0	0	0	0	68				57	-11		
400	550	0	0	9,150	3,300	0	0	0	0	0	12,080	0	0	0	0	0	59				110	51		
Totals	178,526	63,035	43,990	71,115	323,853	7,728	36,635	1,679	1,157	55,502	123,183	108,972	0	10,040	1,746	21,638	2,258 (stalls)	51 (stalls)	2,151 (stalls)	2,171 (stalls)	3,551 (stalls)	1,293 (stalls)	1,233 (stalls)	1,213 (stalls)

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Table 2H
Chula Vista
Future Parking Demand with ENA Sites Developed

Exhibit 7

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Block	Office	Retail	Bank	Medical Office	Mixed Use	Motel	Service	Bar	Museum	Restaurant	Residential	Community	Church	Banquet Hall	Day Care	Vacant	Demand (current)	Future Adjust.	5 yr. Peak	10 yr. Peak	Parking Supply	Surplus/ Deficit (current)	Surplus/ Deficit (5 years)	Surplus/ Deficit (10 years)
Daytime	2,37	2,37	2,37	2,37	2,37	2,37	2,37	2,37	2,37	2,37	2,37	0.75	2,37	2,37	2,37	2,37			Demand	Demand				
1	12,885	0	0	9,832	17,372	0	0	0	0	2,002	0	0	0	10,040	0	0	124	0	124	124	144	20	20	20
2	23,110	15,904	16,588	4,761	11,574	0	7,199	0	0	0	10,228	0	0	0	0	0	212	0	212	212	141	-71	-71	-71
3	0	8,037	0	2,352	7,148	0	0	1,679	0	3,938	57,742	0	0	0	0	0	192	0	192	192	108	-84	-84	-84
4	14,756	9,572	0	0	12,044	0	975	0	0	7,608	0	0	0	0	0	0	107	0	107	107	178	71	71	71
5	10,692	1,120	0	0	5,828	0	5,116	0	0	6,974	0	0	0	0	1,746	0	75	0	75	75	110	35	35	35
6	1,820	3,438	0	0	0	0	6,034	0	0	1,988	0	0	0	0	0	0	31	0	31	31	172	141	141	141
7	0	0	0	0	0	0	0	0	0	0	0	97,632	0	0	0	0	73	0	73	73	118	45	45	45
8	9,481	1,800	0	1,508	100,405	0	832	0	0	0	0	0	0	0	0	0	270	0	270	270	891	621	621	621
9	56,154	0	12,636	0	20,085	7,728	0	0	0	0	0	0	0	0	0	0	229	0	229	229	132	-97	-97	-97
10	27,780	0	0	0	0	0	0	0	0	1,200	3,102	0	0	0	0	4,950	76	12	81	85	78	2	-3	-7
11	0	0	14,766	0	61,100	0	0	0	1,157	24,079	0	0	0	0	0	0	240	0	240	240	745	505	505	505
12	1,209	19,524	0	10,500	55,461	0	11,766	0	0	0	0	11,340	0	0	0	1,340	242	3	243	244	112	-130	-131	-132
13	3,034	3,640	0	11,712	9,243	0	4,713	0	0	7,713	18,731	0	0	0	0	15,348	139	36	154	168	190	51	36	22
100	5,740	0	0	1,100	6,768	0	0	0	0	0	850	0	0	0	0	0	34	0	34	34	22	-12	-12	-12
200	1,800	0	0	16,400	10,225	0	0	0	0	0	8,300	0	0	0	0	0	87	0	87	87	69	-18	-18	-18
300	9,515	0	0	3,800	3,300	0	0	0	0	0	12,150	0	0	0	0	0	68				57	-11		
400	550	0	0	9,150	3,300	0	0	0	0	0	12,080	0	0	0	0	0	59				110	51		
Totals	178,526	63,035	43,990	71,115	323,853	7,728	36,635	1,679	1,157	55,502	123,183	108,972	0	10,040	1,746	21,638	2,258 (stalls)	51 (stalls)	2,151 (stalls)	2,171 (stalls)	3,377 (stalls)	1,119 (stalls)	1,059 (stalls)	1,039 (stalls)

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Table 21
Chula Vista
Parking Demand Projections and Surplus or Deficits for UCSP Model

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	R	V	W
Block	Office	Retail	Bank	Medical Office	Mixed Use	Motel	Service	Bar	Museum	Restaurant	Residential	Community	Church	Banquet Hall	Day Care	Demand (current)	Parking Supply	Surplus/ Deficit (current)
Daytime	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37			
1	28,460				56,920						56,920					337	84	-253
2	24,780				49,560						49,560					294	138	-156
3	12,296				24,592						24,592					146	96	-50
4	15,984				31,968						31,968					189	183	-6
5	18,000				36,000						36,000					213	82	-131
6	33,000				66,000						66,000					391	59	-332
7	0	0	0	0	0	0	0	0	0	0	0	97,632	0	0	0	231	118	-113
8	9,481	1,800	0	1,508	100,405	0	832	0	0	0	0	0	0	0	0	270	891	621
9	56,154		12,636		20,085	7,728					0					229	132	-97
10	11,440	0	0	0	22,880	0	0	0	0	1,200	3,102	0	0	0	0	92	31	-61
11	0	0	14,766	0	61,100	0	0	0	1,157	24,079	0	0	0	0	0	240	758	518
12	27,376				54,752						54,752					324	173	-151
13	28,704				57,408						57,408					340	129	-211
100	8,702	0	0	0	6,768	0	0	0	0	0	0	0	0	0	0	37	18	-19
200	0	0	0	30,650	4,050	0	0	0	0	0	4,050	0	0	0	0	92	27	-65
300																	26	
400																	67	
Totals	274,377	1,800	27,402	32,158	592,488	7,728	832	0	1,157	25,279	384,352	97,632	0	0	0	3,425	3,012	-506
																(stalls)	(stalls)	(stalls)

(1) UCSP Model assumes an FAR of 2.0 for frontages along Third Avenue; 40% residential space, 40% commercial space and 20% office space.

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**Table 3H
Chula Vista Findings and Recommendations Matrix**

Exhibit 9

CATEGORY	FINDING	RECOMMENDATION	IMPLEMENTATION TIMEFRAME	ESTIMATED CAPITAL COSTS	ESTIMATED REVENUE
3.1 PARKING MANAGEMENT					
3.1.0 Downtown Parking District Status and Boundaries	The Downtown Parking District was formed in 1963 to provide meters, generate revenue, fund improvements and help control parking.	Maintain the District and modify the boundaries to E Street (north), Del Mar (east), Garrett (west) and H Street (south)	Third Quarter 2007	\$0	\$0
3.1.1 Parking Staff	The management of the parking system is not effective.	Form a Parking Advisory Committee (PAC) and appoint an existing staff person from the City's Community Development Department to act as the Parking Director	Fourth Quarter 2007	\$0	\$0
3.1.2 Parking Enterprise Fund	The District has fulfilled its obligation to continue to use funds generated by parking meter revenue and fines on parking-related activities.	Create one Parking Enterprise Fund and place all revenue generated from the Downtown District into this fund. Continue to designate these funds for parking-related activities within the District.	Fourth Quarter 2007	\$0	\$0
3.1.3 Parking Education	There is a general lack of awareness of parking facts.	Develop an educational program that continually stresses the costs of parking, enforcement regulations, transit options and the vision of a walkable community. Present the information on a continual basis.	Fourth Quarter 2007	\$0	\$0
3.2 Parking Policies					
3.2.0 City Parking Policies	Other than the in-lieu fee, there are no policies for parking	Parking policies need to be developed and updated as the downtown evolves. Policies should be established for overtime parking, enforcement strategies, parking allocation and parking rates.	First Quarter 2008	\$0	\$0
3.2.1 In-Lieu Fee	The in-lieu fee policy was implemented in 1980. The formula for calculating the fee is confusing and outdated.	Retain the program but revise the formula so that the cost per parking space be indexed to the cost of constructing one parking space in a parking structure.	Fourth Quarter 2007	\$0	Difficult to project. Depends upon development.
3.2.2 Valet Parking	Valet parking is not currently used	City should develop a valet parking policy to regulate how valet operations would run.	First Quarter 2008	\$0	\$0
3.2.3 Residential Parking Permit	There is no residential parking permit in place.	Evaluate the impact of parking needs on surrounding residential areas and implement a residential parking permit program if necessary	First Quarter 2008	\$0	\$0
3.2.4	There has been a lack of information shared between the City and shareholders.	Prepare an annual report to be presented to the City Council and community on an annual basis.	Annually	\$0	\$0
3.3 PARKING OPERATIONS					

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**Table 3H
Chula Vista Findings and Recommendations Matrix**

Exhibit 9

3.3.0 Parking Revenues and Expenses	Parking revenues have been erratic, particularly from 2002 to present	Prepare a Parking District Operating budget that projects appropriate costs for maintenance of the District.	Annually	\$0	\$0
3.3.1 Marketing	There is no ongoing marketing campaign for the Parking District.	Develop an ongoing and budgeted parking marketing program. Coordinate with TAVA to implement under the direction of the Parking Advisory Committee.	First Quarter 2008-developed Ongoing-Implementation	\$15,000/yr	\$0
3.3.2 Signage	The City is lacking in a comprehensive and coordinated sign program.	Develop a sign program that includes four types of signage: direction, location, identification and pedestrian wayfinding.	Second Quarter 2008	\$10,000-\$50,000	\$0
3.3.3 Condition of City Parking Lots	The majority of the parking lots are in need of capital improvements	Make lighting, painting, signage, landscaping and resurfacing improvements as necessary.	Fourth Quarter 2007-Analysis of Facilities First Quarter 2008-Bid Second/Third Quarter 2008-Implementation	Not yet determined	\$0
3.3.4 Existing Parking Area Configuration	Generally, the design and layout of the parking lots is efficient except for Lot 6	Remove the one-way restriction in the alley to allow legal access into Lot 6 and/or create an entry from Madrona.	Fourth Quarter 2007-Analysis of Facilities First Quarter 2008-Bid Second/Third Quarter 2008-Implementation	Not yet determined	\$0
3.3.5 Paseos	Downtown Chula Vista has a number of paseos connecting parking lots to Third Avenue. Many of them need improvements to make them more attractive and inviting.	Install signage to better identify paseos. Consider using lighting, murals and landscaping to create a more inviting walking experience.	First Quarter 2008	\$10,000-\$100,000 depending upon types of improvements	\$0
3.3.6 Validation System	The District does not currently have a validation system in place.	Institute a parking validation system that businesses can use to offer free parking to customers.	Third Quarter 2008	\$3,000-\$5,000	\$0
3.4 PARKING ENFORCEMENT					
3.4.0 Parking Enforcement Staffing	The Parking Enforcement Program is not functioning at optimal efficiency. The enforcement officers do not just enforce parking within the District.	Dedicate enforcement personnel to the District. The officer must cover a consistent route and enforce during the entire enforcement period of Monday through Saturday 9 am to 5 pm.	Third Quarter 2008	\$70,000 for an additional full-time position	\$81,550 in average annual revenue increase based upon current fine and collection rates

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**Table 3H
Chula Vista Findings and Recommendations Matrix**

Exhibit 9

3.4.1 Handheld Ticket Writers	The handheld ticket writers are not being used to their full potential.	Upgrade the system to allow the handheld ticket writers to record and track license plates, provide information about outstanding tickets and number of tickets received and data regarding stolen vehicles and warrants.	First/Second Quarter 2008-Prepare specifications and Issue Request for Proposals Third Quarter 2008- Enter into contract	\$40,000	\$75,500 in average annual revenue
3.4.2 Overtime Parking Fine	The overtime parking fine of \$12.00 is not high enough to discourage parkers from knowingly violating parking regulations.	Increase the overtime parking fine from \$12.00 to \$50.00 consistent with the parking Violation Penalty Schedule	Third Quarter 2008	\$0	\$67,975 in average annual revenue increase based upon same number of citations issued
3.4.3 Multiple Tickets	Chula Vista currently issues multiple tickets for same day violations of expired meters.	Continue this policy of issuing multiple tickets	Currently in place	\$0	\$0
3.4.4 Courtesy Ticket	Chula Vista does not currently issue courtesy tickets.	Issue courtesy tickets for a first offense of a non-permit vehicle.	Third Quarter 2008	Loss of revenue from parking ticket	\$0
3.5 PARKING AND REVENUE CONTROL					
3.5.0 On-Street Parking	Meters need to be replaced. Many are non-functioning. This causes enforcement issues.	Purchase new individual on-street meters that can accept coins, tokens and smart cards. Ideally the system would be wireless and solar powered.	First Quarter 2008- Prepare specifications and Bid Second Quarter 2008-Install	\$160,000	\$0
3.5.1 Off-Street Parking	The off-street parking lots have individual meters that are difficult to maintain for both collection and maintenance.	Install multi-space meters in lots #2, #3, #5 and #7. These machines can accept coins, tokens and smart cards and should be wireless and solar powered. The remainder of the lots could be upgraded to new individual meters.	First Quarter 2008- Prepare specifications and Bid Second Quarter 2008- Install	\$210,000	\$0
3.5.2 Parking Rates	The parking rates do not deter people from parking beyond the posted limits nor do the rates promote the use of the Park Plaza Parking Structure.	Increase the parking rates for meters and permits to \$0.50/hr at 30-minute and 2, 3, and 4 hour meters. Increase to \$0.25/hr at 10-hour meters. Increase permits to \$120/qtr in all lots except #2 and #3 where the increase should be \$180/qtr.	Second Quarter 2008	\$0	\$194,175/yr in new revenue for on-street meters, \$144,805/yr in new revenue from off-street meters, and \$57,600 in permit fees

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**Table 3H
Chula Vista Findings and Recommendations Matrix**

Exhibit 9

3.5.3 Parking Allocation	The District has two different types of on-street meters: 30-minute and 2-hour	The 2-hour parking should be the dominant duration for on-street parking. Individuals requiring more than 2 hours should be directed to off-street parking areas. For Lots #2 and #3 convert to 3-hour time limits	Second Quarter 2008	\$5,000 for signage changes	\$0
3.6 PARKING FACILITIES					
3.6.0 Park Plaza Parking Structure	The parking structure is critically underutilized with average occupancy projected at 40%.	Upgrade signage, improve lighting, re-stripe the parking floors, conduct a conditions study and complete needed structural and cosmetic repairs and consider adding an	Fourth Quarter 2007	Not yet estimated	\$0
3.6.1 Meter Color Coding	The existing meters are not marked to indicate the time limit, which is confusing for parkers.	Designate a color to represent each time limit then paint the pole to identify the meter.	Second Quarter 2008	\$5,000	\$0
3.6.2 Street Curbs	The street curb painting is inconsistent.	Street curbs should only be painted for no parking where required and for fire hydrate locations. Curbs should not be painted to reflect the type of parking available.	Fourth Quarter 2007- Analysis First Quarter 2008-Work completed	Not yet estimated	\$0
3.7 BICYCLES AS ALTERNATE MODE OF TRANSPORTATION					
3.7.0 Bicycling as an Alternative to Driving	There is a need to promote bicycle usage in Chula Vista and to make coming to the downtown by bicycle more appealing.	Consider creating a bike route to the downtown and creating a marketing program to promote bicycle use as an alternative to driving. Create a special event to promote bicycles in an effort to help create alternative modes of transportation, which in turn cuts down on the number of parking spaces needed.	Fourth Quarter 2007	Not yet estimated	\$0
3.7.1 Bicycle Parking	Chula Vista does have bicycle racks, although they are difficult to find.	Install new bicycle racks and institute a marketing program to promote the new locations.	Second Quarter 2008	\$10,000-\$75,000 depending on quantity and style of racks	\$0
3.8 PARKING REQUIREMENTS FOR CURRENT AND FUTURE					

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**Table 3H
Chula Vista Findings and Recommendations Matrix**

Exhibit 9

3.8.0 Traffic Impacts	There are currently no noted issues with respect to traffic.	Continue to monitor traffic flow within the downtown and the levels of service at principle intersections as development occurs and parking changes/additions are implemented.	Ongoing	\$0	\$0
3.8.1 Current Parking Analysis	Overall, there is a surplus of approximately 1,103 parking spaces within the Study Area. However, there are several blocks (2,3,9, 10 and 12) that have a deficit.	Directing customers and visitors to park in Park Plaza should alleviate the parking demand issues on blocks 2,3 and 12. The deficits on blocks 9 and 10 should be reduced when the Social Security office relocates and more people become aware of free parking in Park Plaza.	First Quarter 2008	\$0	\$0
3.8.2 Potential Parking Impact of ENAs	RICH reviewed lots 3,6,9 and 10 to determine the impact to the District if these sites were developed. All of the lots had moderately high occupancy levels, but lots 6, 9, and 10 had more available surrounding parking to alleviate any impact due to the loss of parking.	Maintain lot 3 as public parking. Developing lots 6,9, and 10 should have minimal impact, but if the surrounding parking areas cannot absorb the loss of parking consider entering into shared use agreements with existing parking lots or develop new parking.	Ongoing	\$0	\$0
3.8.3 Potential Future Parking Needs with Redevelopment of Third Avenue	The Urban Core Specific Plan may hasten redevelopment along Third Avenue, causing changes to the parking demand.	The future parking needs will depend greatly on redevelopment in the downtown area. If ENA sites are developed, utilize proceeds from the sale of parking lots for necessary capital improvements. The City will need to continually monitor development and parking needs.	Ongoing	\$0	\$0
3.8.4 Possible Parking Structure Sites	There is currently no need to construct additional parking. Although, RICH did consider potential parking structure sites if needed in the future.	Monitor parking needs and consider identified sites for possible development of parking structures in the future, if necessary.	Ongoing	\$0	\$0

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Downtown Parking District Interim Action Plan

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DOWNTOWN PARKING DISTRICT INTERIM ACTION PLAN

#1 MAINTAIN THE DOWNTOWN PARKING DISTRICT

Finding: The Parking District's obligations to maintain metered parking and utilize the revenue for only District expenditures ended in 1999. Many of the District's assets are in disrepair and require significant expenditure to be updated.

Recommendation: Maintain the Downtown Parking District. Implement effective management and operation strategies that will result in additional revenue for capital improvements within the District.

Implementation: Work with staff and the community to develop a Downtown Parking District Management Plan including a timeline for capital improvements in the District.

Action Time: Fourth Quarter of 2007

#2 PARKING FUND

Finding: The District has no obligation to continue to use funds generated by parking meter revenue and fines on parking-related activities (i.e. maintenance, repairs and capital improvements) within the District.

Recommendation: Consistent with the Parking District Law of 1951, continue to maintain a separate fund, place all revenue generated from the Downtown Parking District into this fund, and direct that these monies only be utilized for improvements within the District.

Implementation: No changes required at this time.

Action Time: Third Quarter of 2007

#3 DOWNTOWN PARKING DISTRICT BOUNDARIES

Finding: The boundaries of the District and the in-lieu parking fee area are inconsistent and do not include enough of the area that is or may be impacted by parking issues. The Downtown Parking District needs to have the same opportunities (i.e. in lieu parking fee program) available throughout.

Recommendation: Change the boundaries (E Street to the north, Del Mar to the east, Garrett to the west and H Street to the south).

Implementation: In accordance with California Streets and Highways Code Section 35270, a Notice of Intention will be published, pursuant to Government Code Section 6066 in the Star News and will specify a time for hearing objections to the proposed change, which will not be less than 20 days after the first publication of the notice. A copy of the notice will also be mailed to each affected landowner. At the conclusion of the hearing, if no majority protest is on file and if all protests and objections have been overruled and denied, then the City Council may adopt an ordinance

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declaring that the Parking District is formed and describing the acquisitions and improvements to be made.

Action Time: First Quarter of 2008

#4 PARKING MANAGEMENT

Finding: There is no single point of contact for the public or for City staff involved in parking. There are several City departments with direct or indirect involvement in parking. There should be one designated city employee to organize parking functions for the Downtown Parking District and work with the public.

Recommendation: Appoint an Interim Parking Manager from existing City staff. This staff person will dedicate a portion of their time to the Parking District for at least one year. This position should be re-evaluated during the annual review period.

Implementation: The City Manager will assign an Interim Parking Manager.

Action Time: Third Quarter of 2007

#5 PARKING ADVISORY COMMITTEE

Finding: Parking is an issue that involves the City, local organizations, downtown businesses, residents, customers and visitors. There is no formal mechanism in place that provides an opportunity for ongoing and direct input and participation in the decision-making process on Parking District-related activities.

Recommendation: Form a Downtown Parking Advisory Committee (DPAC) consisting of representatives from the downtown business community, business organizations, property owners and City staff. The PAC will advise the City Council on the development and implementation of the Downtown Parking District Management Plan and review ongoing operations.

Implementation: The Interim Parking Manager will draft and present proposed selection criteria and operating guidelines for the DPAC to the City Council for consideration.

Action Time: Fourth Quarter of 2007

#6 PARKING ENFORCEMENT

Finding: The District requires more consistent parking enforcement. One full-time position of 40 hours per week has been funded from the Parking District Account, which is inadequate since the enforcement hours are Monday through Saturday from 9am to 5 pm, a total of 48 hours per week. Downtown businesses and organizations have expressed concern that there is not adequate enforcement in the downtown area.

Recommendation: Ensure that all of the posted hours of enforcement are being actively enforced in the District.

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Implementation: The Interim Parking Manager will coordinate with the Police Department to ensure coverage Monday through Saturday from 9am to 5 pm. Ongoing coordination and review will occur to determine if additional enforcement is required. The Interim Parking Manager will work with the Finance Department to ensure adequate funding for enforcement hours.

Action Time: Fourth Quarter of 2007

#7 PARKING METERS AND EQUIPMENT

Finding: The on-street and off-street meters need to be replaced. There are three types of meters being used in Chula Vista, with the majority of the meters more than 30 years old. There are many non-functioning meters. This causes numerous problems particularly since the public does not receive consistent or clear direction as to the regulations related to broken meters. Tickets are issued to vehicles parked at broken meters even when a note is attached to the meter stating that it is broken. This creates a sense of confusion and frustration from customers and visitors.

Recommendation: The City should purchase new individual meters for on-street parking spaces and multi-space machines for public parking lots in the District. The individual and multi-space meters can accept coins, tokens and value or smart cards, making the parking transaction easier for the parker. The meters should be electronic, which will allow rates and time parameters to be more easily changed. Additionally, the reporting of income and use by each meter can be downloaded by a handheld machine which will assist in revenue analysis and accountability. Ideally, the system would also be wireless and solar powered.

Implementation: Staff will prepare specifications and work with the parking equipment vendor to negotiate the purchase and installation of new individual and multi-space meters. The Parking District would borrow funds from the Redevelopment Agency and would repay the funds with Parking District revenues. Projected costs for the replacement of all the existing meters is \$380,000 including installation, software and equipment. Based upon the proposed meter increases, the District should be able to repay the Agency within 2 years from the date of installation of the new meters.

Action Time: Fourth Quarter of 2007 to prepare specifications
First Quarter of 2008 for installation of equipment

#8 PARKING METER RATES

Finding: The parking rates in the Downtown District are too low. They do not deter people from parking beyond the posted time limits and do not provide the District with adequate funds to make needed repairs and improvements.

Recommendation: Increase meter rates as described in the table below. From 2002-2006 the revenue from parking meters averaged \$239,479.00 annually. With the proposed increase the projected revenue is estimated to increase by over \$300,000 annually to over \$540,000. These funds will greatly enhance the District and help create a self-sufficient and thriving Downtown Parking District.

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Time Limit	Current Rate	Proposed Rate
On-street 30 minute meter	\$0.05 per 10 minutes	\$0.25 per 30 minutes
	Token per 10 minutes	
	\$0.10 per 20 minutes	
	\$0.25 per 30 minutes	
On-street 2 and 3 hour meter	\$0.05 per 10 minutes	\$0.25 per 30 minutes
	Token per 10 minutes	\$0.50 per 60 minutes
	\$0.10 per 20 minutes	
	\$0.25 per 50 minutes	
Off-street 4 hour meter	\$0.05 per 30 minutes	\$0.25 per 30 minutes
	\$0.10 per 60 minutes	\$0.50 per 60 minutes
	\$0.25 per 150 minutes	
Off-street 10 hour meter	\$0.05 per 30 minutes	\$0.25 per 60 minutes
	Token per 30 minutes	
	\$0.10 per 60 minutes	
	\$0.25 per 150 minutes	

Implementation:

The Interim Parking Manager will initiate revisions to Chula Vista Municipal Code Chapter 10.56.020 modifying the stated meter rates and providing additional language allowing further modification upon City Council approval.

The Interim Parking Manager will work with other City departments, TAVA, the Chamber of Commerce and local businesses to prepare a marketing campaign advertising the parking meter increase. This information will be published in local newspapers, letters will be mailed to the area included within and directly surrounding the District, email communiqués will be distributed and a Parking District website will be established. The marketing campaign will advertise the effective date of the increase at least one month ahead of implementation.

Action Time:

Second Quarter of 2008

#9 PARKING FINES**Finding:**

The City's parking fines are too low and do not discourage parkers from knowingly violating parking regulations.

Recommendation:

Increase the expired/overtime meter fine from \$12 to \$25. This proposed rate increase is lower than the \$50 fine recommended in the Parking Violation Penalty Schedule, prepared in 2005 by a consortium of San Diego County Cities. Staff is recommending this lower fine increase to address the fact that the current fine is too low to deter people from knowingly violating parking regulations but acknowledging the concerns voiced by businesses and property owners within the District.

Implementation:

The Interim Parking Manager will work with other City departments, TAVA, the Chamber of Commerce and local businesses to prepare a marketing campaign advertising the parking fine increases. This information will be published in local newspapers, letters will be mailed

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to the area included within and directly surrounding the District. Email communiqués will be distributed and a Parking District website will be established. The marketing campaign will advertise the effective date of the increase at least one month ahead of implementation.

Action Time: Second Quarter of 2008

#10 PASEOS

Finding:

The paseos provide access for customers from the public parking lots to Third Avenue retail shops but many are unmarked, and require improvements such as landscaping, painting and lighting. These paseos are an integral part of the parking system, especially when downtown blocks are long. They help cut down on the distance customers and visitors have to walk to and from parking to their destination.

Recommendation:

Develop budget for improvements, which could be \$10,000 to \$100,000 depending upon the types of improvements made. Install signage to identify and direct customers to the paseos to enter Third Avenue. Make improvements to the paseos, such as murals and landscaping, to create a more inviting walking experience to and from the parking lots to businesses on Third Avenue. PBID should allocate some monies to be used for beautifying these areas since this will benefit the District as a whole.

Implementation:

Staff will work with TAVA and the PBID to discuss opportunities for making improvements to the paseos, including identifying funding, preparing a budget, and assigning responsibilities for the coordination, development and implementation.

Action Time: First Quarter of 2008

#11 EXCLUSIVE NEGOTIATING AGREEMENTS

Finding:

Public parking lots #3 and #6 are identified as possible development sites. Lot #3 (South Landis Avenue) has high occupancy rates, provides a large supply of parking due to larger size of the lot and is central to businesses on Landis and Third Avenue. This lot should be maintained as public parking. Lot #6 (Church and Madrona) has high occupancy but lower capacity and is hampered by difficult ingress and egress. The loss of parking on this site will have a minor impact on surrounding businesses as there are other parking areas that can make up for the loss of parking, but many surrounding businesses have expressed concern regarding the potential loss of this parking.

Recommendation:

Maintain Lots #3 and #6 as public parking.

Implementation:

On August 23, 2007, the CVRC approved new Exclusive Negotiating Agreements (ENA) to transfer the development opportunity for CityMark Development LLC from Lot #3 to Lot #2 and Voyage LLC from Lot #6 to Lot #10. Therefore, Lots #3 and #6 and will be maintained as public parking.

Action Time: Third Quarter of 2007

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#12 CONDUCT ANNUAL REVIEW

Finding: There has been no system established to review the management and operations of the District. This has led to a lack of direction regarding how the District should function.

Recommendation: Conduct an annual review and prepare a report to the City Council on the status of parking operations in the District. This report should cover income and expenses, details on number of tickets written, fees collected and accounting of funds collected from meters and permits.

Implementation: The Interim Parking Manager and Parking Advisory Committee will work to establish criteria and processes for an annual review. A staff report, including a status of the previous year's activity, analysis of District performance and any recommended changes will be presented at a community meeting and to the City Council on an annual basis.

Action Time: Third Quarter of every year, beginning in 2008

#13 REPORT OUT TO COMMUNITY

Finding: There is public distrust about how parking funds are utilized, and there has been a lack of information shared between the City and stakeholders. There is no organized process or requirement for reporting out parking district operations to the community.

Recommendation: Establish a Downtown Parking District website, linked to the City's website to provide general parking information and information specific to the District, including meter rates, parking fine rates, hours of enforcement, contact information, processes and procedures, etc. Develop a clear process to report back out to the community through established organizations such as the Third Avenue Village Association and the Chula Vista Chamber of Commerce and direct contact, such as community meetings and direct mailing.

Implementation: Staff will work with TAVA and the Chamber of Commerce to develop a Community Outreach Program. Staff will also create a Parking District website that will include valuable information such as contact information, meter rates, public parking area map, etc.

Action Time: Fourth Quarter of 2007

CVRC RESOLUTION NO.

RESOLUTION OF THE CHULA VISTA REDEVELOPMENT CORPORATION ACCEPTING THE DOWNTOWN PARKING MANAGEMENT STUDY AND RECOMMENDING THAT THE CITY COUNCIL (a) ACCEPT THE DOWNTOWN PARKING MANAGEMENT STUDY; (b) APPROVE THE DOWNTOWN PARKING INTERIM ACTION PLAN; AND (c) DIRECT STAFF TO PREPARE A DOWNTOWN PARKING MANAGEMENT PLAN

WHEREAS, the Downtown Parking District was established in 1963 pursuant to the Parking District Law of 1951; and

WHEREAS, the Downtown Parking District provides more than 1700 public parking spaces through metered and free parking; and

WHEREAS, Rich and Associates was engaged by the Redevelopment Agency to conduct a Parking Management Study and began the study process in December 2006; and

WHEREAS, the Parking Management Study has been completed and the Final Report outlining the findings of the Study and providing recommendations for modifications to the District has been issued; and

WHEREAS, the Parking Management Study determined that significant changes should occur in the area of management and operations of the District; and

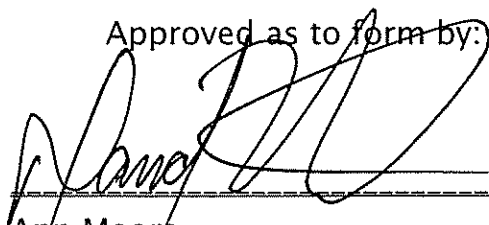
WHEREAS, a Downtown Parking Interim Action Plan has been presented outlining 13 recommendations to address those areas of management and operations of the District; and

WHEREAS, the future preparation of a Downtown Parking Management Plan is necessary to provide a long-term strategy for the District;

NOW, THEREFORE, BE IT RESOLVED that the Chula Vista Redevelopment Corporation does hereby accept the Downtown Parking Management Study and recommends that the City Council (a) Accept the Downtown Parking Management Study; (b) Approve the Downtown Parking Interim Action Plan; and (c) Direct staff to prepare a Downtown Parking Management Plan.

Presented by:

Ann Hix
Acting Director of Community Development

Approved as to form by:


Ann Moore
General Counsel

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